



Alcoholic Beverage Control

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FOR IMMEDIATE RELEASE

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GOVERNOR McCrORY PROCLAIMS ALCOHOL ABUSE AWARENESS MONTH IN NORTH CAROLINA

RALEIGH— Governor Pat McCrory has proclaimed April as Alcohol Abuse Awareness Month in North Carolina, joining a national effort to raise awareness about alcohol-related public health issues.

"We must have a strategy to change the culture of binge drinking and so-called recreational drug use in our schools and universities," said Governor McCrory. "There must be enforcement of their own policies and enforcement of North Carolina laws. In addition, we must offer help to young students who are doing harm to themselves and to their families."

Studies show that more than a third of North Carolina's high school students say they have had at least one drink of an alcoholic beverage in the previous 30 days.

"Clearly underage drinking is a serious problem that Governor McCrory appropriately is focusing attention on with his proclamation of April as Alcohol Abuse Awareness Month," said NC ABC Commission Chairman Jim Gardner. "Underage drinking costs North Carolina residents more than \$1 billion annually, and more importantly, it often leads to tragic traffic fatalities and injuries, as well as long-term damage to kids' health."

The NC ABC Commission -- as the state's regulator of all alcohol produced, transported, sold and served in the state -- levies sanctions on permit holders who fail to uphold the state's alcohol laws and regulations. Sales to underage persons represent a significant number of the violation cases that appear on the Commission's hearing agenda each month.

ABOUT THE NC ABC COMMISSION

North Carolina is one of 17 states to regulate alcohol through a control system. Since 1937, the North Carolina Alcoholic Beverage Control Commission has provided regulation and control over the sale, purchase, transportation, manufacture, consumption and possession of alcoholic beverages in the state of North Carolina. The Commission oversees more than 25,000 permits allowing alcohol sales by more than 18,000 retail outlets across the state.
<http://abc.nc.gov>.

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